MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2022/2023 (TERM ID 2210)

DBS5644 – FUNDAMENTALS OF MARKETING

(All sections/Groups)

13 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 1 section.
2. Attempt **ALL** questions in Section A. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: Structured Questions

QUESTION 1

(a) Differentiate between Product and Services. (4 marks)

(b) Explain the **FOUR (4)** classifications of consumer products. (8 marks)

(c) State and briefly explain the **THREE (3)** groups of industrial products. (6 marks)

(d) Identify **TWO (2)** ways a firm can obtain new products. (4 marks)

(e) Idea generation is the systematic search for new product ideas. Provide **TWO (2)** sources to generate new product ideas. (4 marks)

(f) Illustrate the Product Life-Cycle graph. Include the **FIVE (5)** distinct stages. (9 marks)

(Total: 35 marks)

QUESTION 2

(a) Define price. (2 marks)

(b) Describe the following terms:
(i) Price floor. (2 marks)
(ii) Price Ceiling. (2 marks)
(iii) Break-even price. (2 marks)

(c) Differentiate between value-based pricing and cost-based pricing. (4 marks)

(Total: 12 marks)

QUESTION 3

(a) Distinguished between upstream partners and downstream partners. (4 marks)

(b) Define value delivery network. (2 marks)

(c) Clarify **TWO (2)** reasons how channel members add value to delivery network. (4 marks)

(d) List **FIVE (5)** types of flows that connected the channel members. (5 marks)

(Total: 15 marks)

Continued ...

QUESTION 4

(a) Define the promotion mix. (2 marks)

(b) Briefly explain the **FIVE (5)** types of promotion mix. (10 marks)

(c) What is advertising objective? (2 marks)

(d) List the **THREE (3)** factors to consider when setting the advertising budget? (3 marks)

(e) State the **THREE (3)** roles and impact of public relation. (3 marks)

(Total: 20 marks)

QUESTION 5

(a) Explain the **THREE (3)** nature of personal selling. (6 marks)

(b) List the **SIX (6)** major steps in sales force management. (6 marks)

(c) State **THREE (3)** steps in analysing competitors. (3 marks)

(d) Identify **THREE (3)** elements of competitors. (3 marks)

(Total: 18 marks)

(TOTAL: 100 MARKS)

End of Paper